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JCS98 U.S. PTO

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Attorney Docket: 100-033USA000

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

1C511 U.S. PTO  
1C59/483105  
01/14/00

In re original application of:

Applicant : Thomas J. Perkowski  
Title of Invention : INTERNET-BASED METHOD OF AND SYSTEM FOR  
MANAGING AND SERVING CONSUMER PRODUCT  
ADVERTISEMENTS TO CONSUMERS IN RETAIL STORES

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**TRANSMITTAL LETTER ACCOMPANYING**  
**THE FILING OF AN ORIGINAL APPLICATION**

Sir:

This is a request for filing an original application entitled "INTERNET-BASED METHOD OF AND SYSTEM FOR MANAGING AND SERVING CONSUMER PRODUCT ADVERTISEMENTS TO CONSUMERS IN RETAIL STORES" by Thomas J. Perkowski comprising:

- Two Hundred Thirty (230) pages of Specification;
- Twelve (12) pages of Claims to Invention;
- One (1) page of Abstract of Disclosure;
- One Hundred Five (105) sheets of Informal Drawings; and
- Certificate of Express Mailing (No. EL321108465US) under 37 C.F.R. 1.10 dated January 14, 2000.

Power of attorney in the present Application has been appointed to Thomas J. Perkowski, Esq., Reg. No. 33,134, of Soundview Plaza, 1266 East Main Street, Stamford, Connecticut 06902 and will be filed in the present Application shortly.

The present Application has been assigned to IPF, Inc. of Stamford, Connecticut, and the Patent Assignment will be filed in the present Application shortly.

Under 35 USC Section 120, Applicant hereby claims priority to the earlier filing dates of the following co-pending United States Patent Applications: copending Application No. 09/465,859 entitled "METHOD OF AND SYSTEM FOR MANAGING AND SERVING CONSUMER-PRODUCT RELATED INFORMATION ON THE

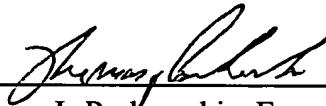
WORLD WIDE WEB (WWW) USING UNIVERSAL PRODUCT NUMBERS (UPNS) AND ELECTRONIC DATA INTERCHANGE (EDI) PROCESSES AND AN AUTOMATED WEB DOCUMENT CONTENT CLASSIFICATION AND INDEXING TECHNIQUES" filed December 17, 1999 by Thomas J. Perkowski, which is a Continuation-in-Part of copending Application No. 09/447,121 filed November 22, 1999; copending Application 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of copending Application Serial No. 09/284,197 which was entered into the U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of the following U.S. Applications: No. 08/736,798 filed October 25, 1996, No. 08/752,136 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPF, Inc.

Please address all correspondence to the undersigned attorney at:

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1266 East Main Street  
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Respectfully submitted,

Dated: January 14, 2000

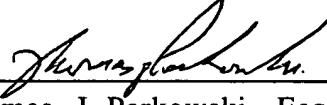
  
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CERTIFICATE OF EXPRESS MAIL  
UNDER 37 C.F.R. 1.10

I hereby certify that this correspondence is  
being deposited with  
the United States Postal Service  
on January 14, 2000  
as Express Mail (No. EL321108465US)  
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Thomas J. Perkowski, Esq.  
Dated: January 14, 2000